

Message Text

UNCLASSIFIED

PAGE 01 MANILA 05931 291050Z

21

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 CU-04 PA-02 IO-13 USIA-15 MMO-04

/055 W

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R 290902Z APR 76

FM AMEMBASSY MANILA

TO JOHN W. WARNER ADMINISTRATOR, AMERICAN REVOLUTION
BICENTENNIAL ADM. 2401 E STREET, N.W., WASHINGTON, D.C. 20276
INFO SECSTATE WASHDC 4525
USDOC WASHDC

UNCLAS MANILA 5931

1. RUSTAN COMMERCIAL CORPORATION, THE OPERATOR OF RUSTAN MALL AND SUPERMARKET CHAIN HAS REQUESTED THE ASSISTANCE OF THE EMBASSY IN CONNECTION WITH ITS LAUNCHING OF A SPECIAL AMERICAN BICENTENNIAL PROMOTION SCHEDULED FROM JULY 1 THROUGH 31, 1976. THE MANAGEMENT IS INTERESTED IN PROCURING BICENTENNIAL THEME SOUVENIRS OF ALL DESCRIPTION SPECIFICALLY CLOTHING ITEMS. THERE IS ALSO A PARTICULAR INTEREST BY RUSTAN'S IN AMERICAN INDIAN FOLKLORE CRAFTS SUCH AS JEWELRY, RUGS, AND OTHER INDIAN PRODUCED HANDICRAFTS.

2. IN ORDER THAT THE EMBASSY COULD SUPPORT RUSTAN'S IN-STORE PROMOTION, IT WOULD BE APPRECIATED IF YOU COULD CIRCULARIZE RUSTAN'S INTEREST AMONG THE LICENSED COMMEMORATIVE PRODUCTS MANUFACTURERS. INTERESTED FIRMS RESPONDING ARE REQUESTED TO TELEX OR CORRESPOND DIRECTLY TO THE FOLLOWING PERSON SO THAT THEIR OFFER CAN BE EVALUATED AS EARLY AS POSSIBLE.

MR. SPANKY MATA
MANAGER, PUBLICITY DEPARTMENT
RUSTAN COMMERCIAL CORPORATION
ARANETA COMMERCIAL CENTER
CUBAO, QUEZON CITY, PHILIPPINES
CABLE: RUSCOM MANILA; REMCO 742-2009

TIME FACTOR IS OF PRIME IMPORTANCE TO ENABLE RUSTAN TO
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RECEIVE ITEMS IN TIME FOR THE CHAIN'S BICENTENNIAL PROMOTION.

SULLIVAN

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: BICENTENNIAL CELEBRATIONS, PROGRAMS (PROJECTS), BUSINESS FIRMS
Control Number: n/a
Copy: SINGLE
Draft Date: 29 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MANILA05931
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760164-0487
From: MANILA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t1976048/aaaaagcj.tel
Line Count: 63
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ellisoob
Review Comment: n/a
Review Content Flags:
Review Date: 14 SEP 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <14 SEP 2004 by cookms>; APPROVED <08 DEC 2004 by ellisoob>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: n/a
TAGS: ETRD, RP, US, RUSTAN COMMERCIAL CORPORATION
To: WARNER JOHN W
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006